

February 26th, 2025  
City of Philadelphia Art Commission  
1515 Arch Street, 13th Floor  
Philadelphia, PA 19102

**RE: Mann Center for the Performing Arts - Entry Plaza and Welcome Center Project**

Dear Members of the Philadelphia Art Commission:

The Mann Center for the Performing Arts (MCPA) respectfully requests to be added to the agenda for the Philadelphia Art Commission meeting scheduled for March 12, 2025. We seek the Commission's review and approval of our Entry Plaza Expansion and Welcome Center Project.

The Mann Center, a not-for-profit outdoor performance center located in Philadelphia's Fairmount Park, has been serving the community since 1976. As part of our commitment to enhancing the visitor experience and accommodating our growing audience of over 200,000 patrons annually, we have developed plans for significant improvements to our entry plaza and the addition of a new welcome center.

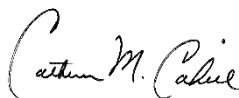
Following the completion of our comprehensive Master Plan in 2021, the MCPA Board has approved moving forward with this project phase, with targeted completion by the opening of the 2026 season. This timing is particularly significant as it coincides with both the 50th anniversary of the Mann Center and the 250th anniversary of the United States of America.

The project includes:

1. Entry Plaza Expansion - Featuring increased area for improved circulation, reconfigured layout with new ramps and stairs, enlarged entry gates, and a reimagined entry sequence from the parking area.
2. New Welcome Center Building - Housing a bar, exhibit and retail space, administrative offices, storage areas, and a ticket office.
3. Existing Ticket Office Renovations - Repurposing the current ticket office into restroom facilities with increased fixture capacity.
4. Satel Centennial Wall - Installation of an LED video wall on the East Wall of the Mann Center main pavilion, complemented by distributed audio throughout the entry plaza.

The design team at EwingCole and Crafted Action have developed these plans in alignment with our Master Plan, and Aegis is providing project management services. We look forward to presenting the detailed designs and addressing any questions the Commission may have during the March 12th meeting. Thank you for your consideration of this request. Please confirm our placement on the agenda at your earliest convenience.

Sincerely,



Catherine M. Cahill  
President & CEO

The Mann Center for the Performing Arts / *Art Commission Review*

# Entry Plaza Project

*March 12th, 2025*

**EWING  
COLE**

x

**theMann.**

x

Crafted Action

x

 **AEGIS**

x

 **Pennoni**

x

 **HUNTER  
ROBERTS**



# AGENDA

## 1. Introduction

- Project Location
- Existing Site Plan

## 2. Entry Plaza Project

- 2021 Master Plan
- Masterplan Phase 1
- Proposed Site Boundaries

## 3. Site Access

- Entry Experience
- Accessibility

## 4. Entry Plaza Design

- Site Design
- Landscape Strategy
- Lighting Strategy
- Building Design

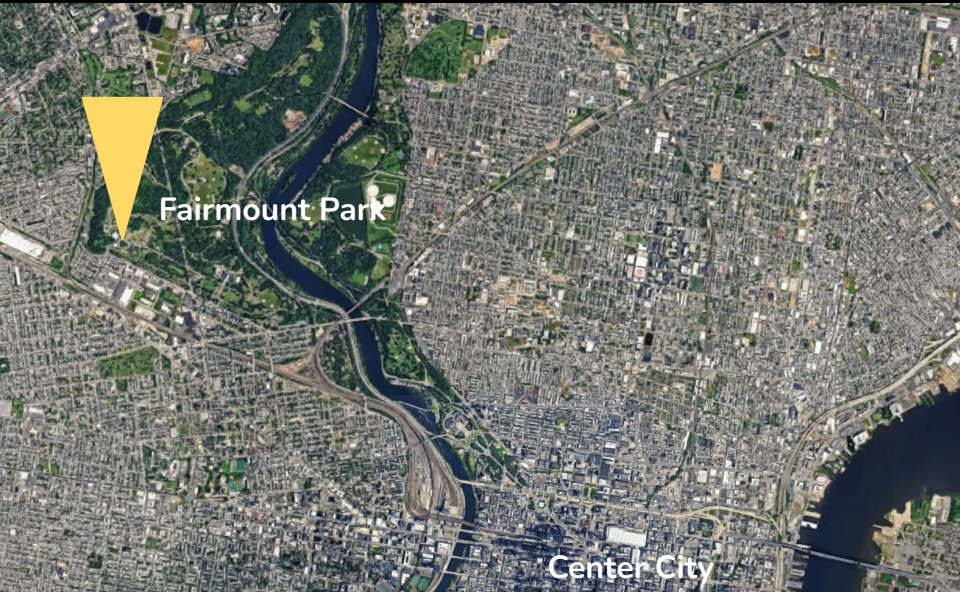
## 5. Digital Elements

- Satell Centennial Wall
- Plaza Audio
- Visionary Support Display
- Plaza Donor Signage
- Digital Pillars

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# Introduction

# Project Location





# Existing Site



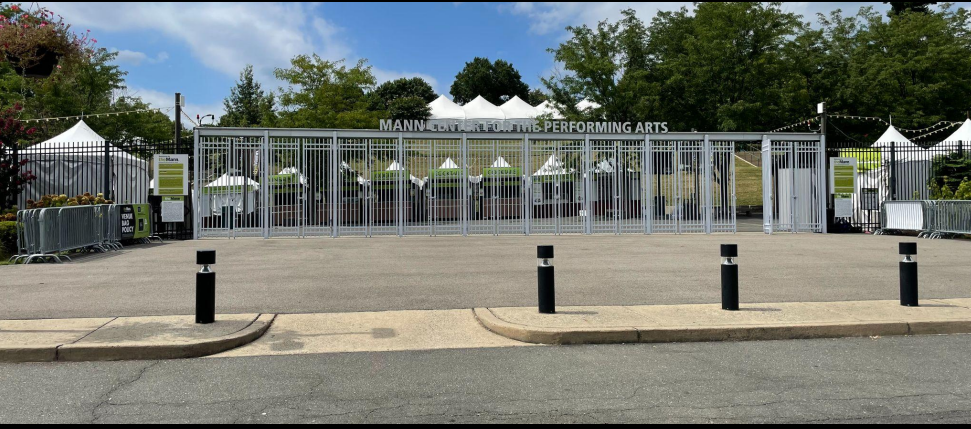


# Existing Site Plan





# Existing Site





# Existing Site

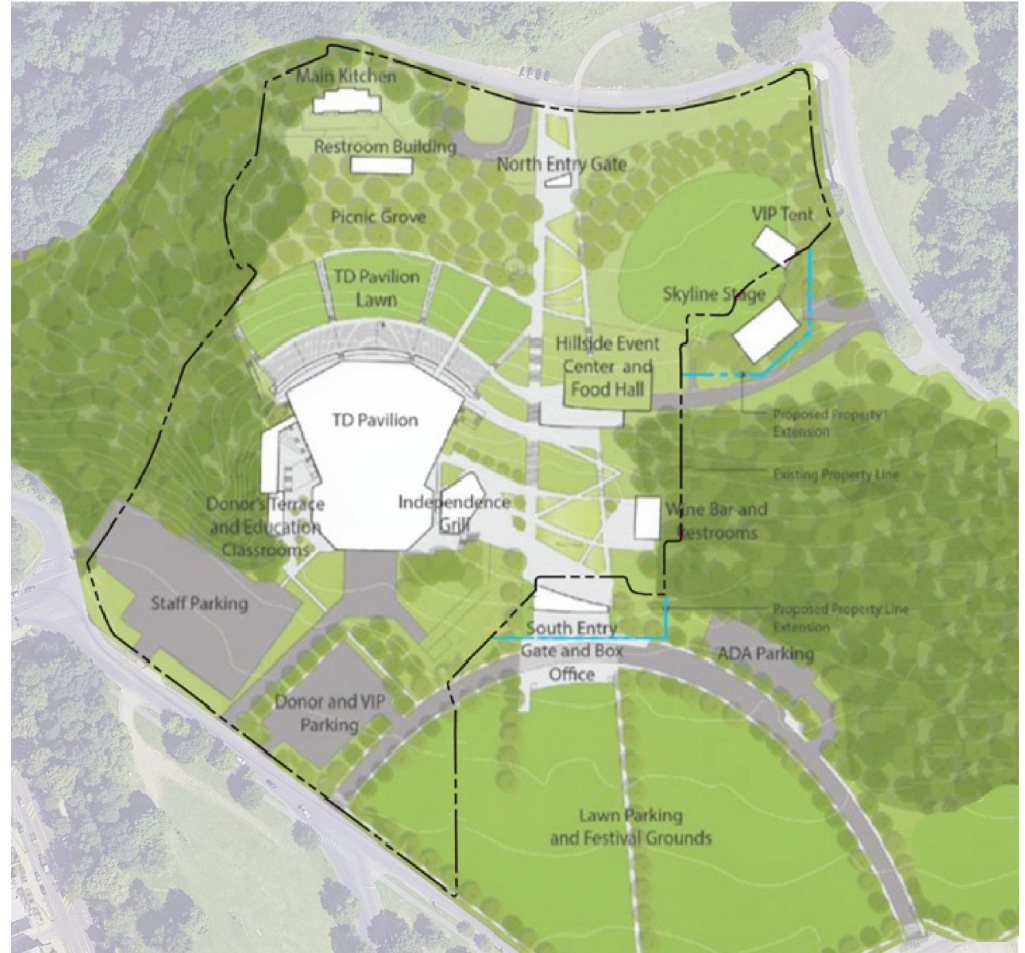


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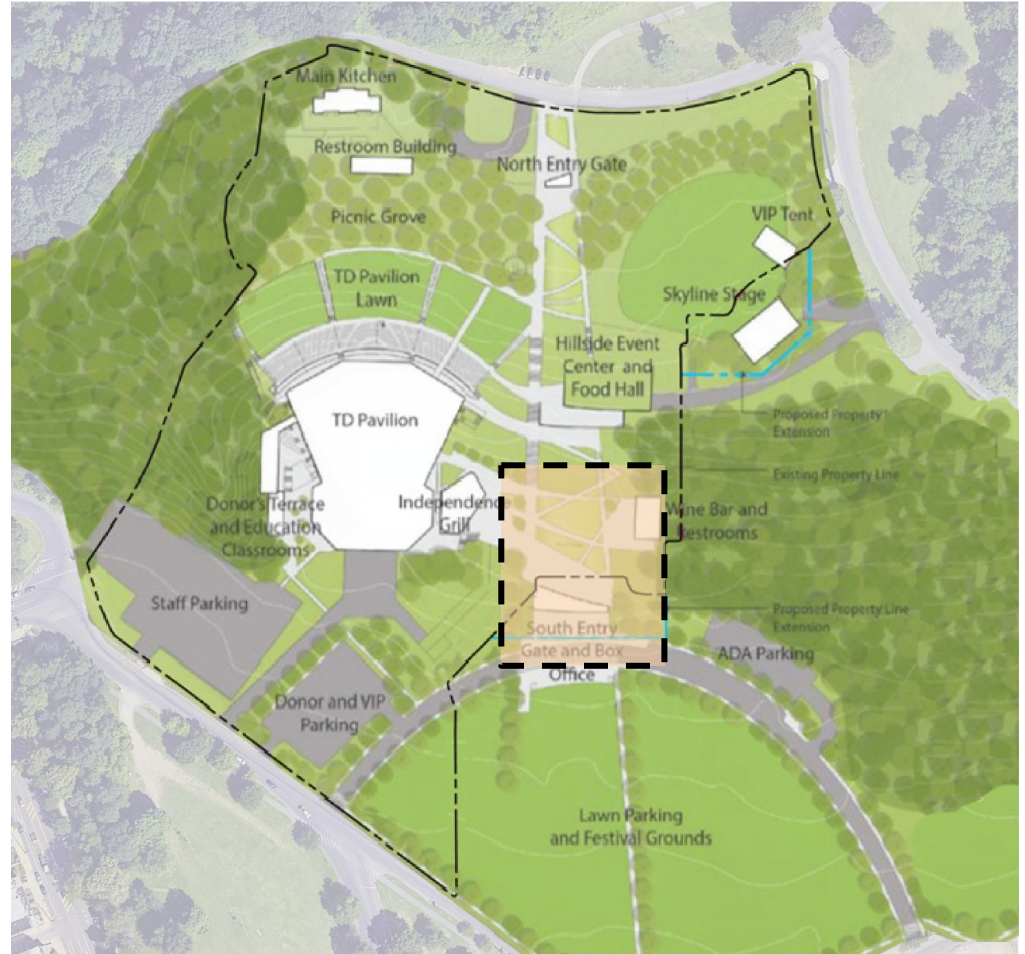
# Entry Plaza Project



# 2021 Masterplan



# Masterplan Phase 1: Entry Plaza





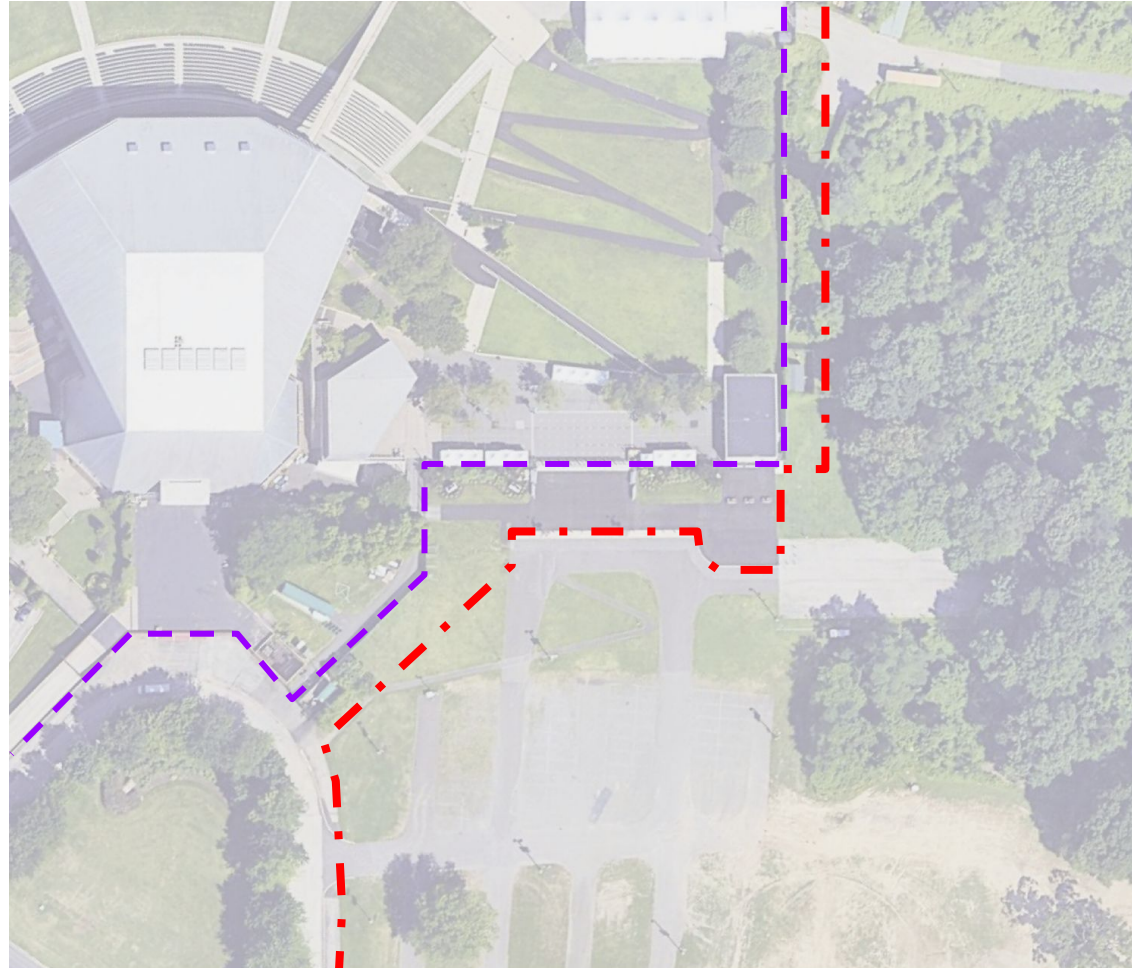
# Masterplan Phase 1: Entry Plaza



# Existing Boundaries



 Property Line

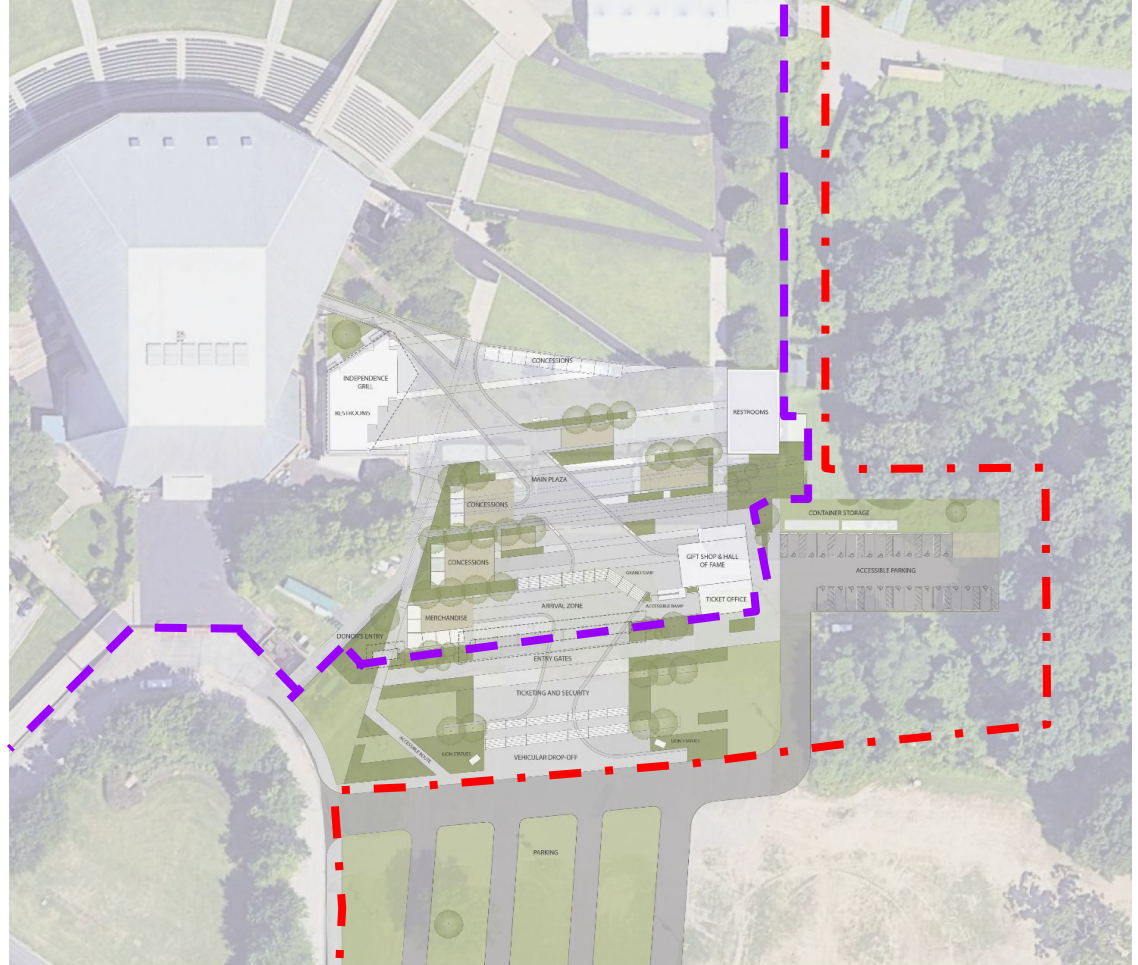
 Secured  
Perimeter





# Proposed Extended Boundaries

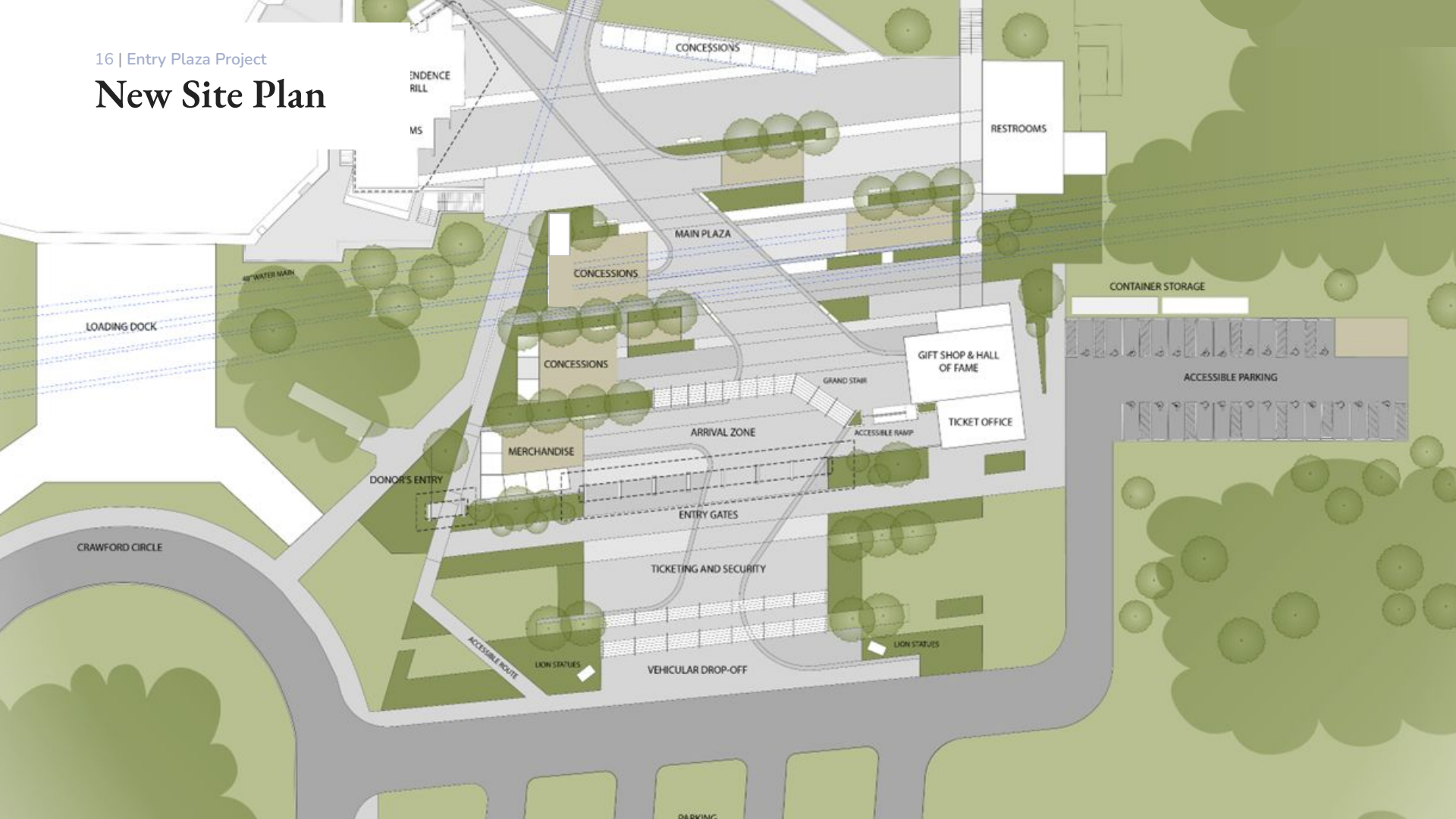
-  Property Line
-  Secured Perimeter



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# Site Access

# New Site Plan







Donor Entry



Main Entry



Welcome Center Building



Ticket Office



# Main Entry





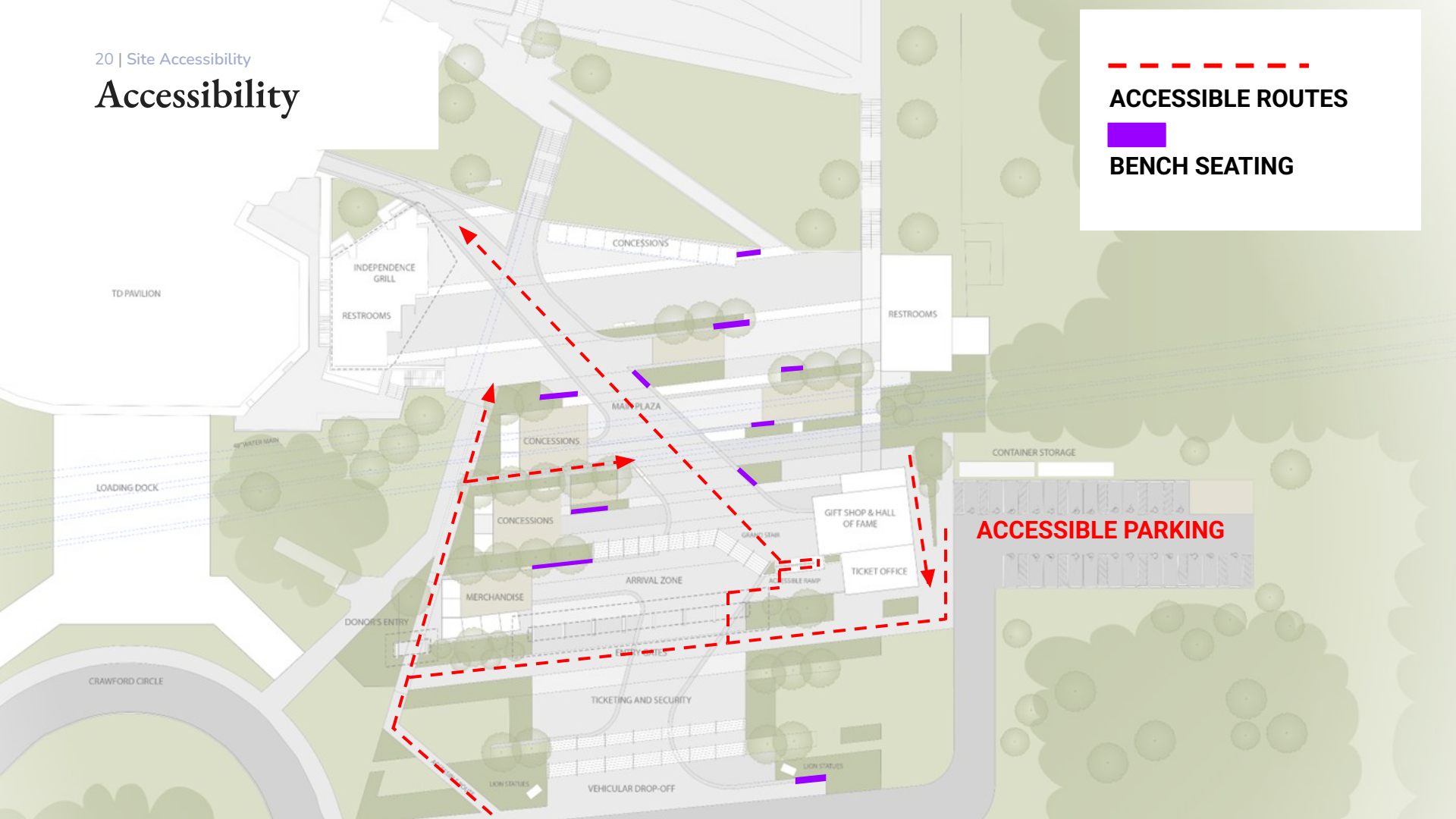
# Donor Entry





# Accessibility

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**ACCESSIBLE ROUTES**  
■  
**BENCH SEATING**

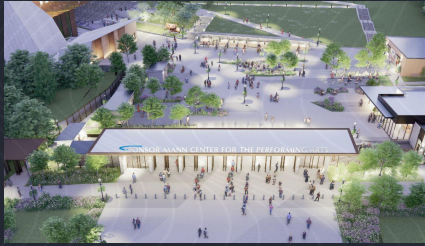




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# Entry Plaza Design

# Entry Plaza Design



Site Design



Landscape Strategy



Lighting Strategy



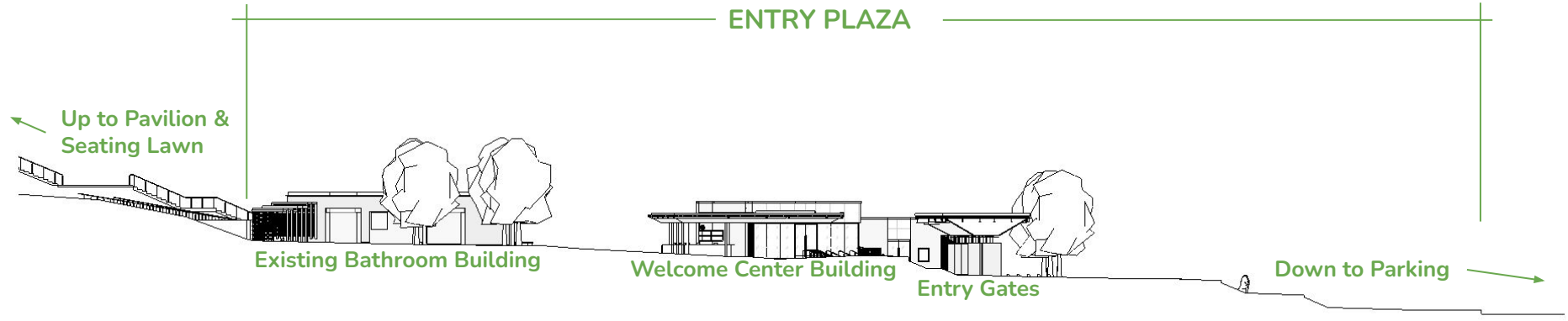
Building Design



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# Site Design

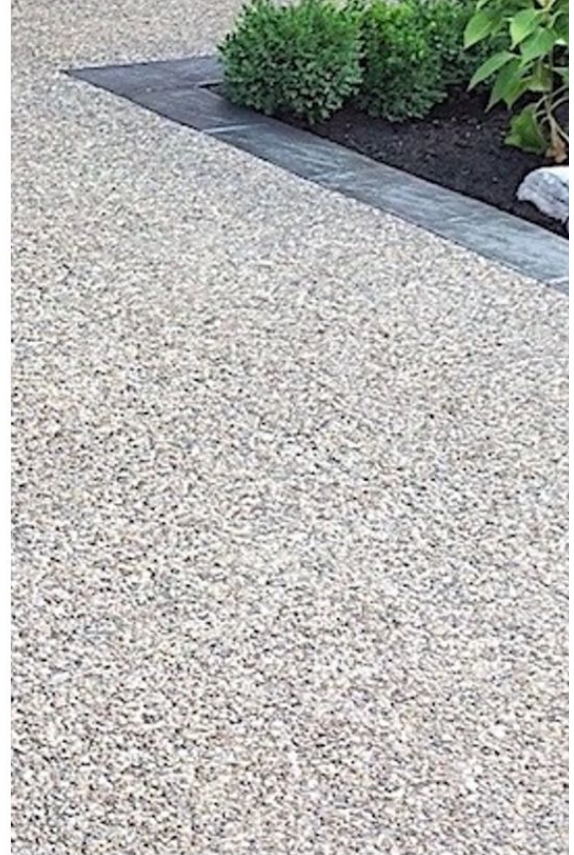
*The park experience*



SITE SECTION



# Paving Materials



# Paving Materials



Pebbled Concrete

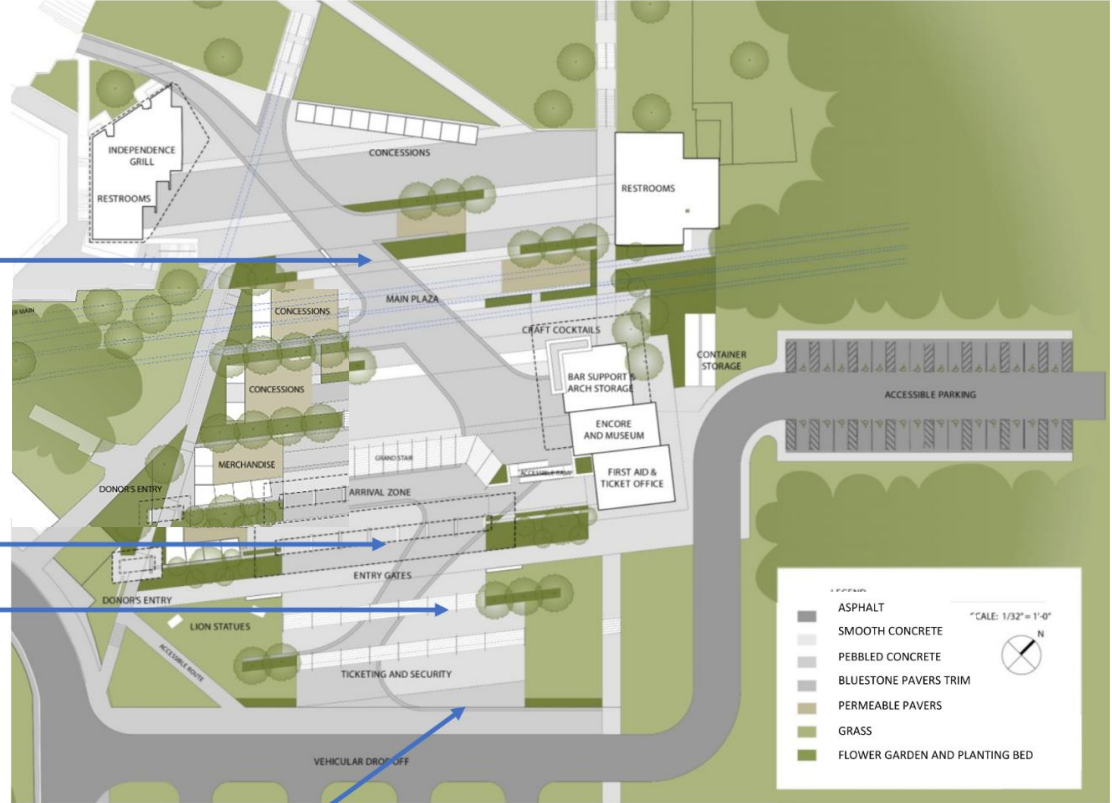


Smooth Broomed Concrete

Stained Concrete



Pebbled Concrete





# Relocating the Historic Florentine Lions



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# Landscaping Strategy

*creating a natural, park-like promenade*



# Landscaping Strategy

Native species are proposed to fill the landscape requiring no irrigation. The new landscape strategy includes a textural mix of deciduous and flowering trees, bushes, and grasses with supplemental annuals maintained by The Philadelphia Horticultural society.



Swamp White Oak Tree



Yellowwood Tree



Decorative Planting and Grasses



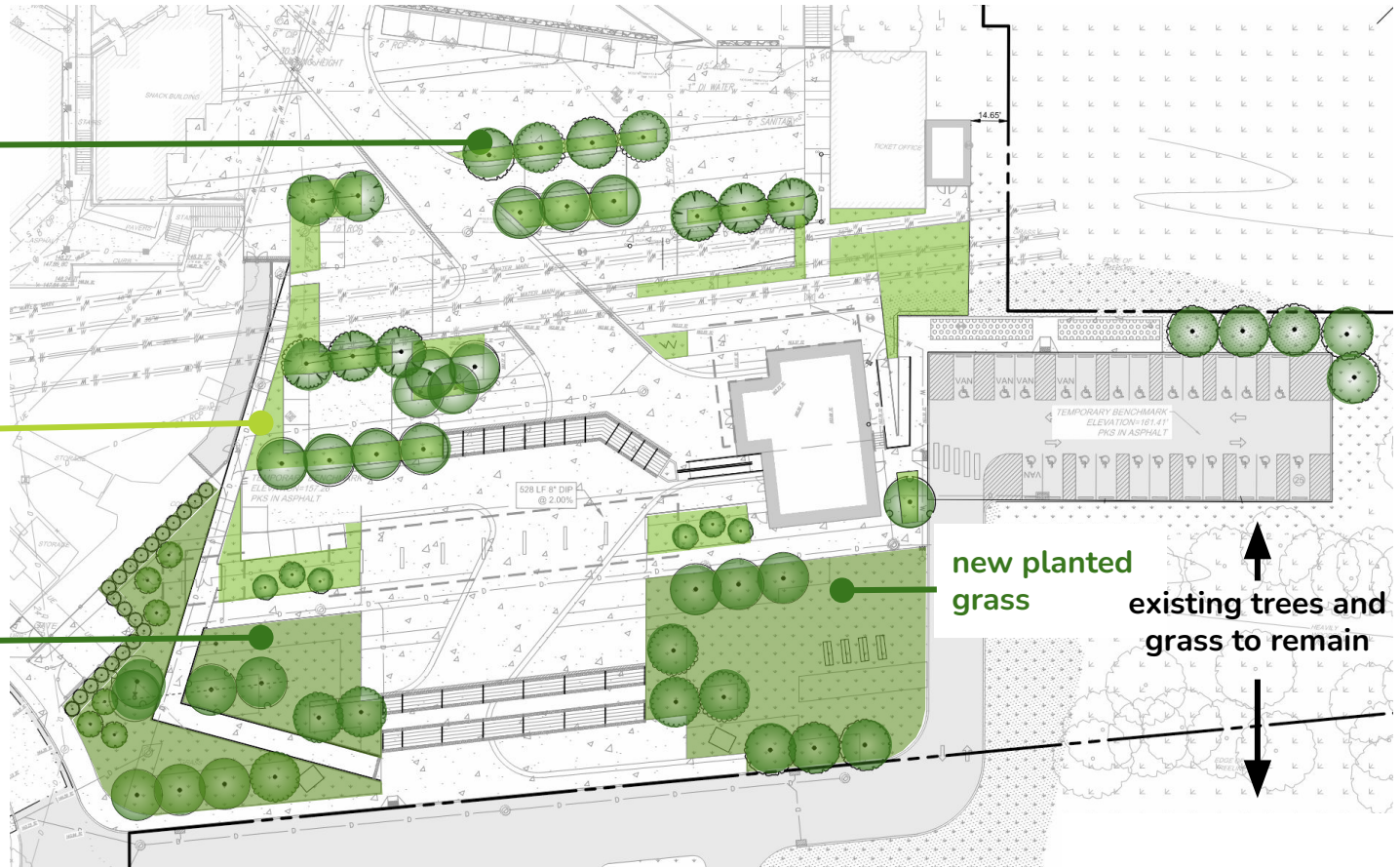
Flowering Dogwood Tree

# Landscaping Strategy

new planted trees

new planter beds

new planted grass



new planted grass

existing trees and grass to remain

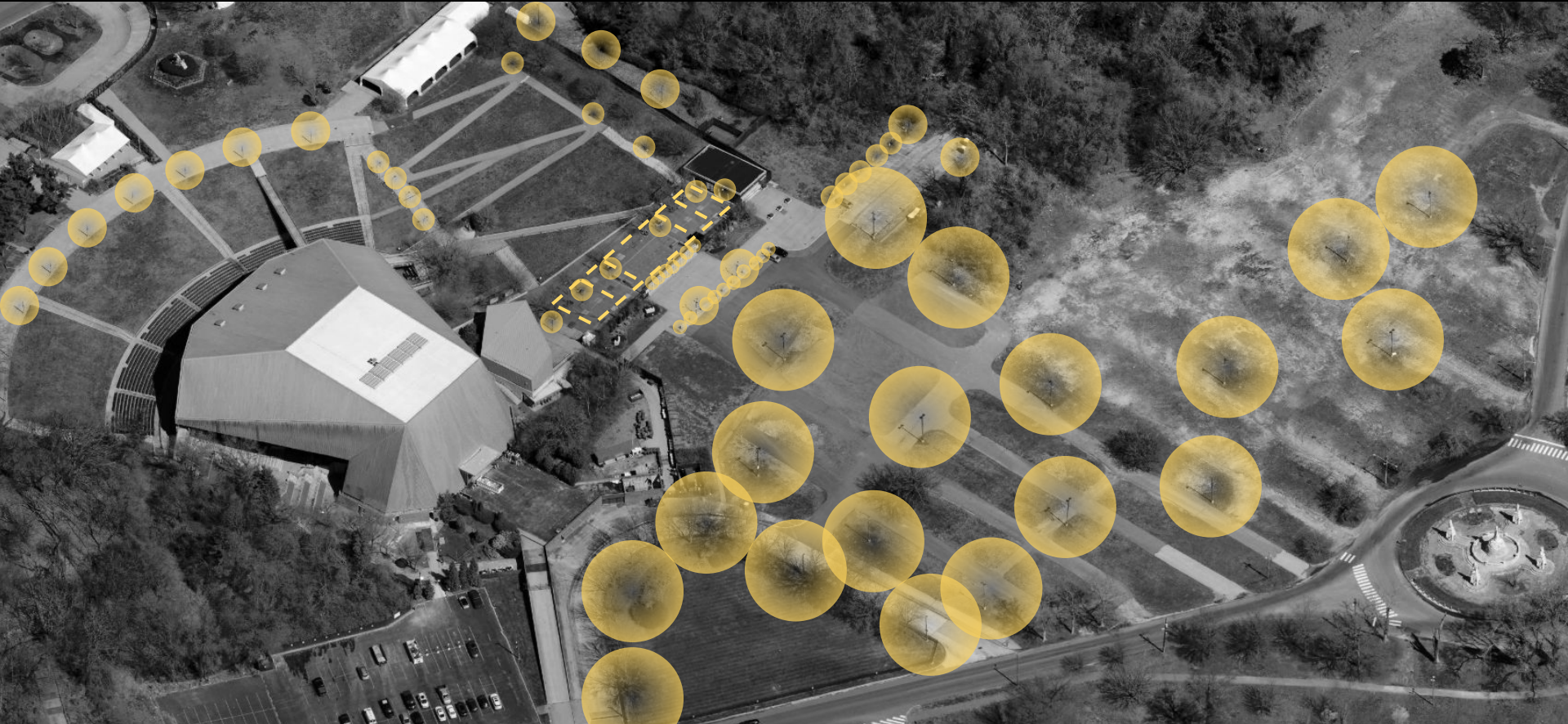


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# Lighting Strategy

*updating technology and adding beauty*

# Existing Lighting

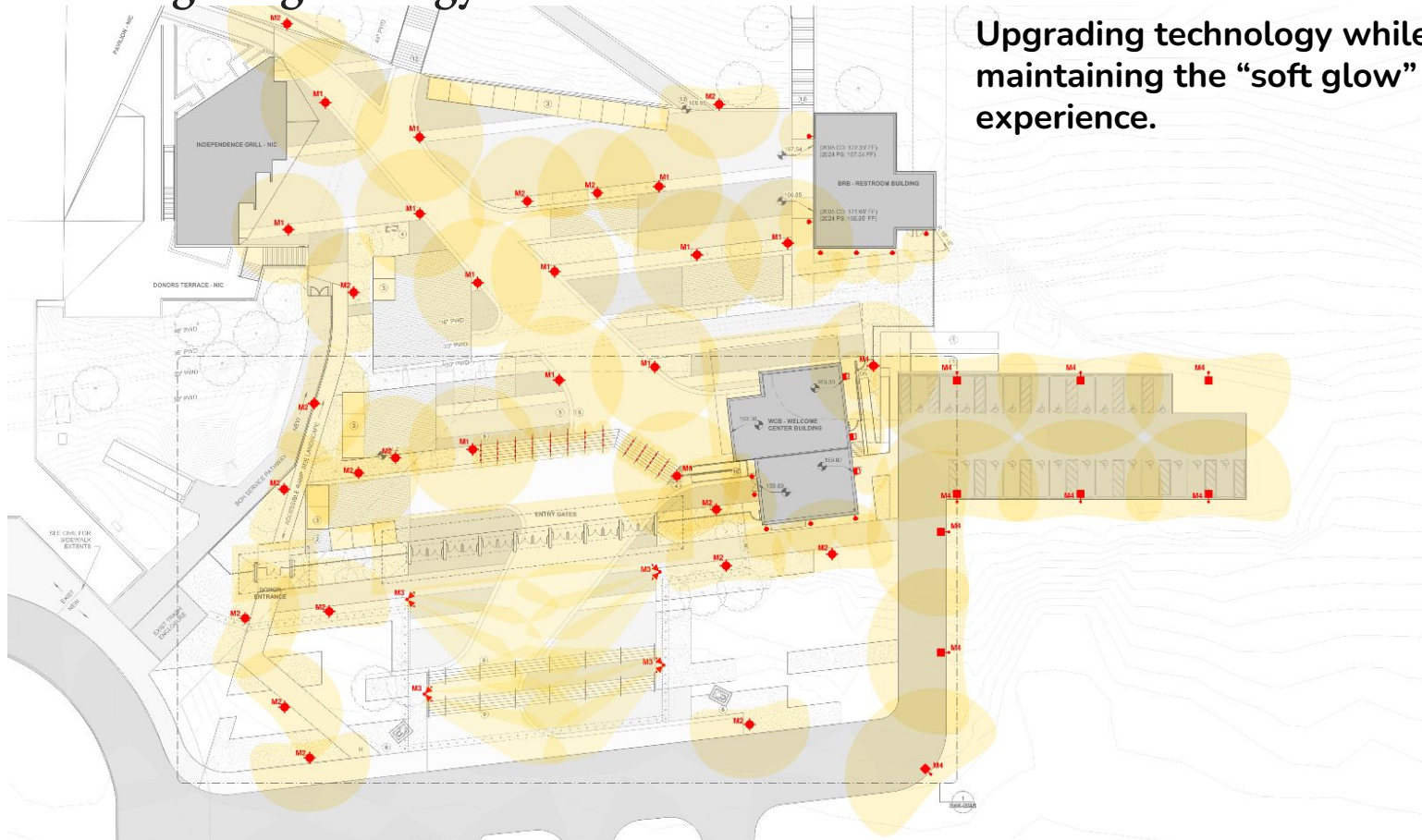




# Existing Lighting



# New Lighting Strategy

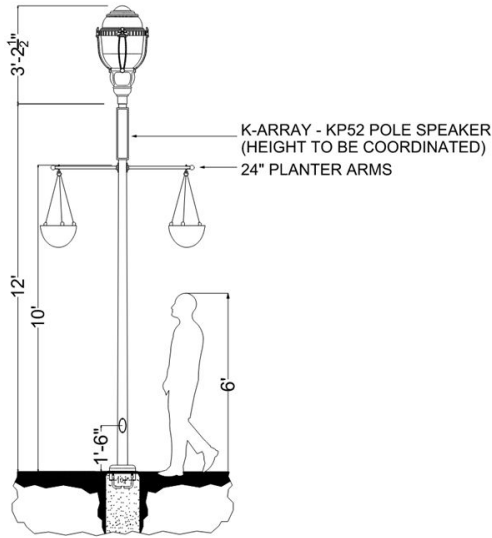


**Upgrading technology while maintaining the “soft glow” park experience.**

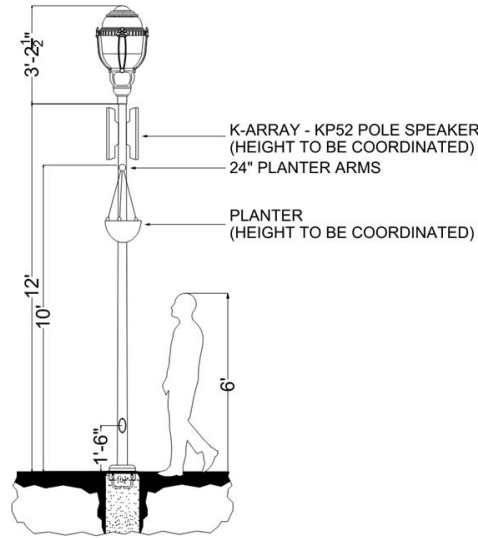


# New Lighting Strategy

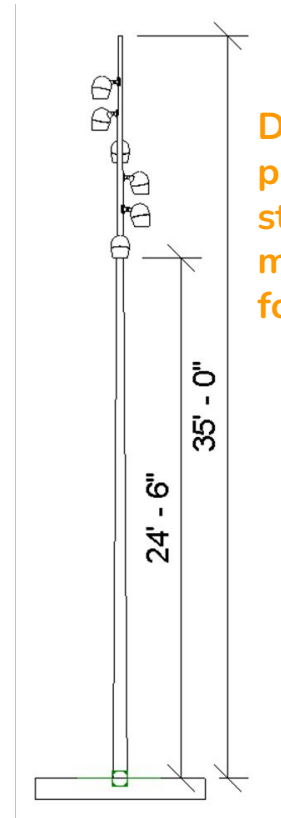
Lamp posts along walking paths accommodate hanging planters as the majority of new fixtures in the plaza.



M1



M2



M3

Downlight lamp posts used at staircase up to main entry canopy for safety.

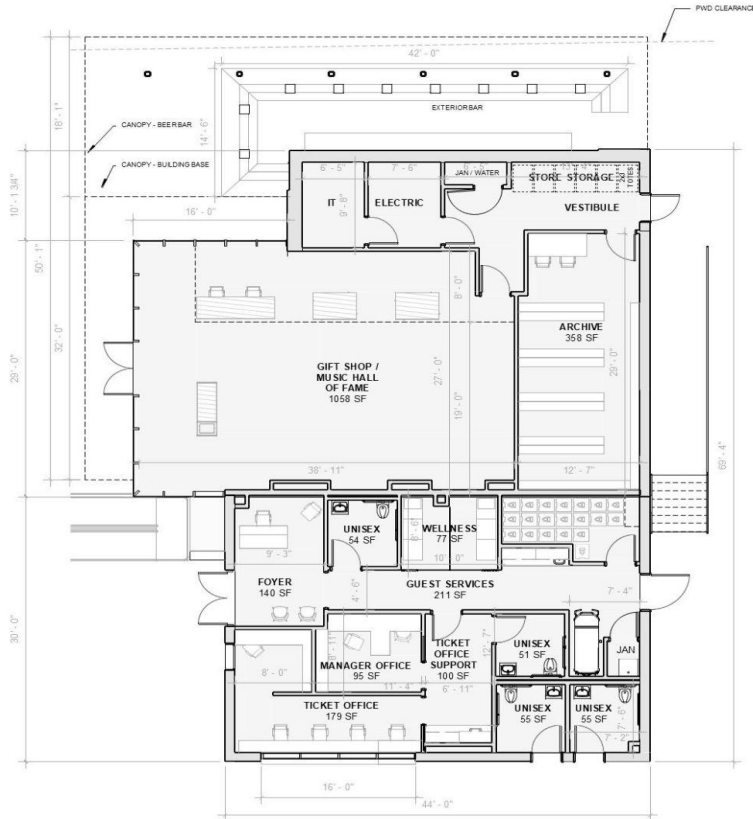
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# Building Design

*nestled within the park*



# New Welcome Center Building & Restroom Building Addition



**WELCOME CENTER BUILDING**



**RESTROOM BUILDING**

# Material Palette





# Welcome Center Building - Ticket Office





# Welcome Center Building





# Welcome Center Building

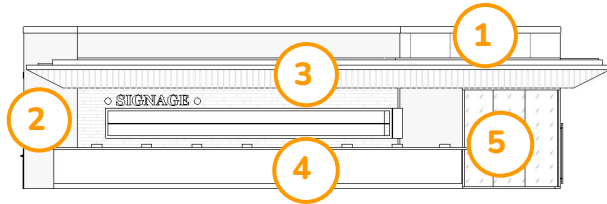
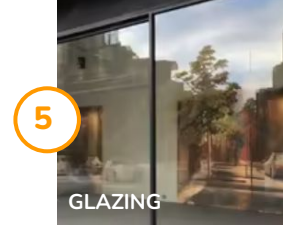
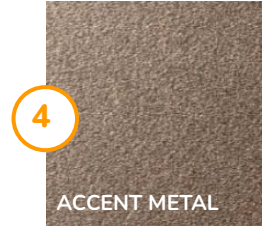
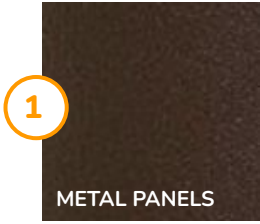




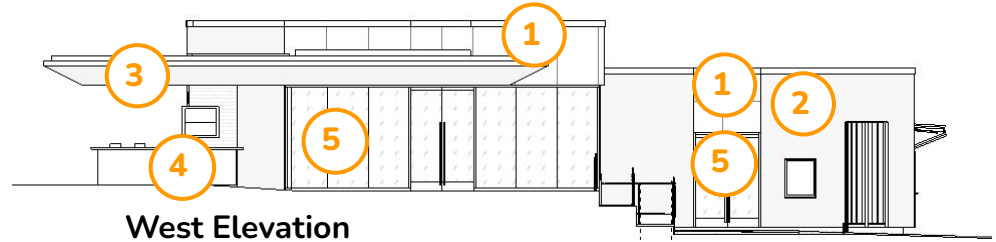
# Bathroom Building



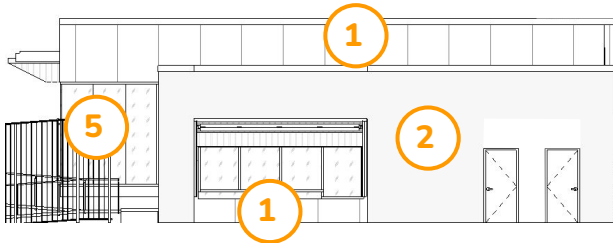
# Building Materials - Welcome Center Building



North Elevation



West Elevation



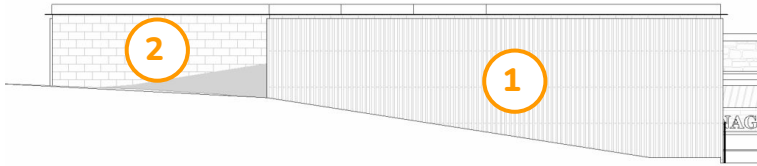
South Elevation



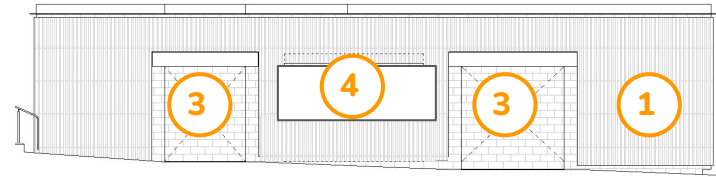
East Elevation



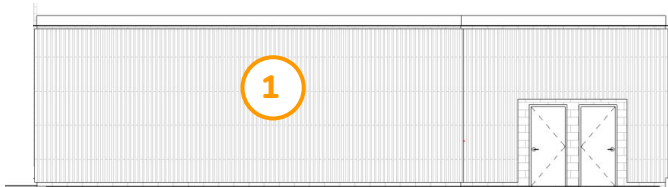
# Building Materials - Bathroom Building



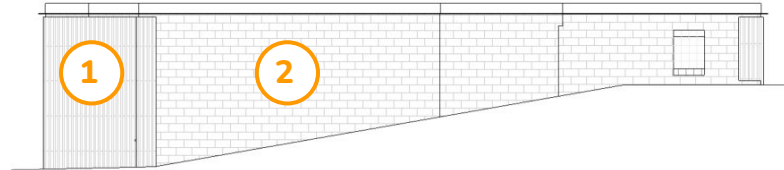
North Elevation



West Elevation



South Elevation



East Elevation

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# Digital Elements



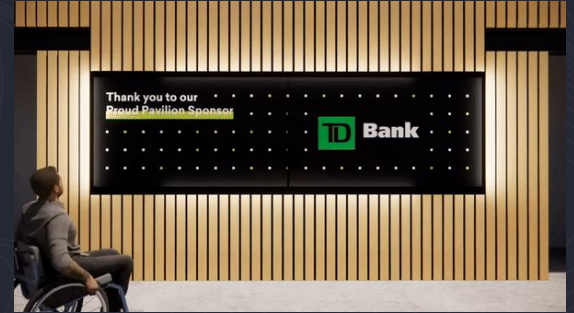
# Digital Project Snapshot



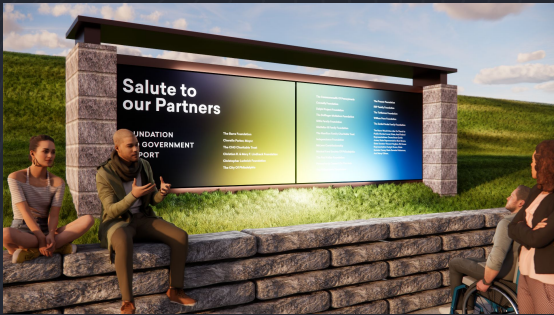
**AV1/AV2** Satell Centennial Wall & Audio



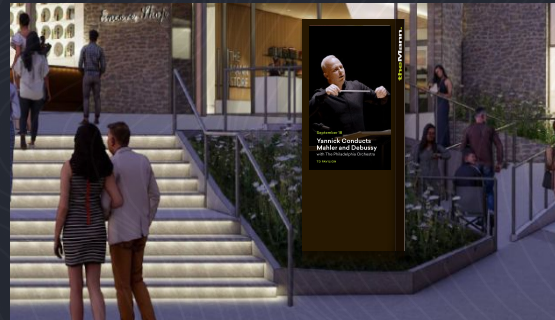
**AV3** Mann Music Hall of Fame



**AV4** Visionary Supporters Display



**AV5** Plaza Donor Signage



**AV6** Three Digital Pillars



**AV7** Ticket Office





Satell Centennial Wall East



Plaza Donor Signage



Visionary Supporters Display



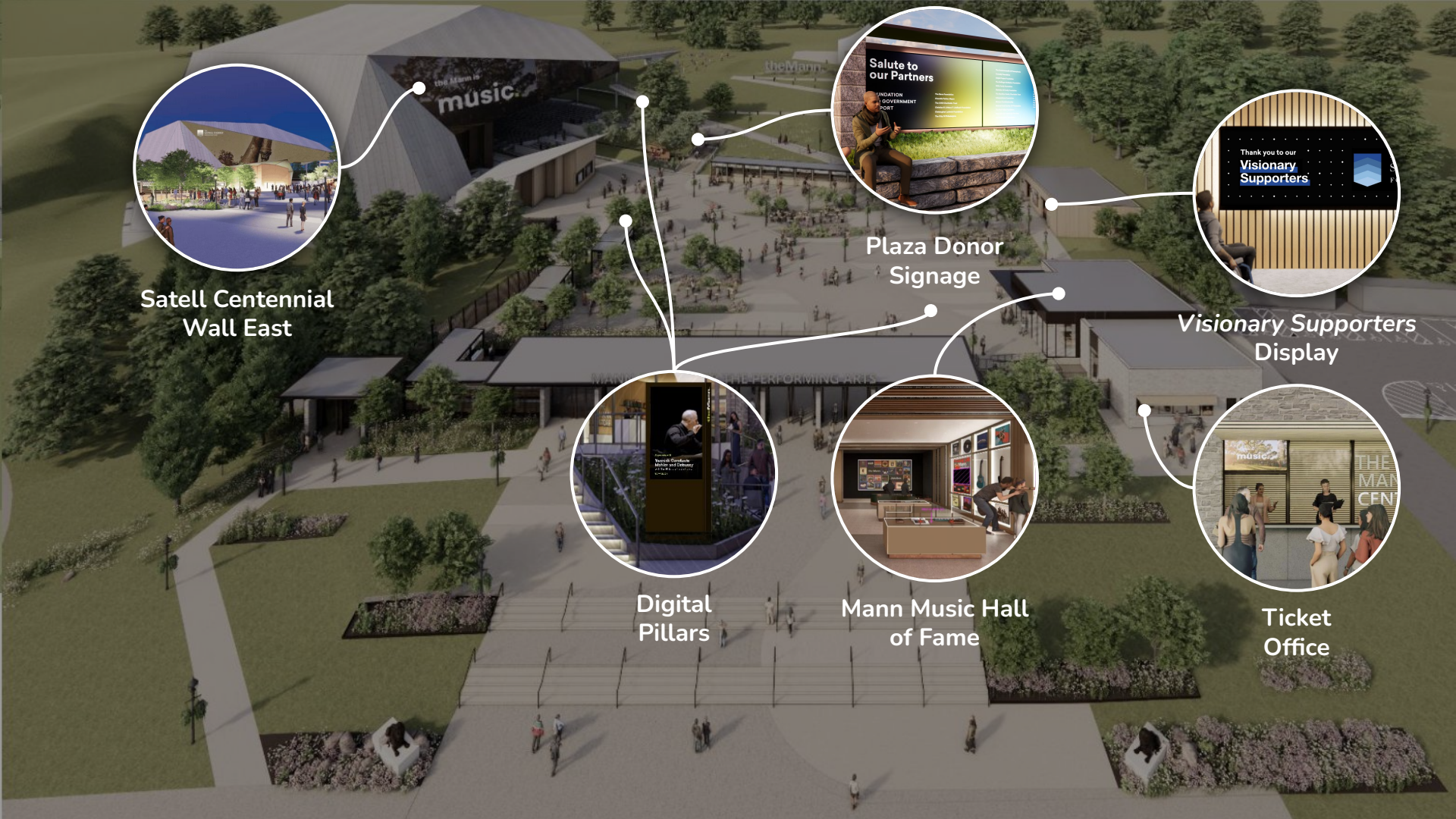
Digital Pillars



Mann Music Hall of Fame



Ticket Office





AV1 + AV2

# Satell Centennial Wall East & Plaza Audio

# Key Takeaways

1. **Zero visibility or disturbance to the surrounding community**

The displays will not be visible to the West Parkside residential community since they are contained within the gates and face east.

2. **Content: Beauty & Stories, Not Advertisements**

Each of the digital components will deliver **curated cultural messaging** about the Mann, Fairmount Park, and the site's history dating back to the Centennial. Not Ads.

3. **Community Partnerships**

We've received funding from William Penn for **improved accessibility & wayfinding** and are working on a partnership with Mural Arts to develop **community-driven content**.

4. **Maximum Controllability**

The digital displays will **only be used on days** when the venue is open. They are all on **auto-dimming sensors**, which will automatically adjust depending on lighting conditions.





# View from Surrounding Area

No visibility from Parkside or Concourse Drive



250 meters  
820 feet

Ticket office and  
bicycle parking

300 meters  
985 feet

Philadelphia Academy  
For Nurse Aide...

KIPP DuBois  
Collegiate Academy

Catholic Total  
Abstinence  
Fountain

Fairmount Park  
Free Parking Lot 2

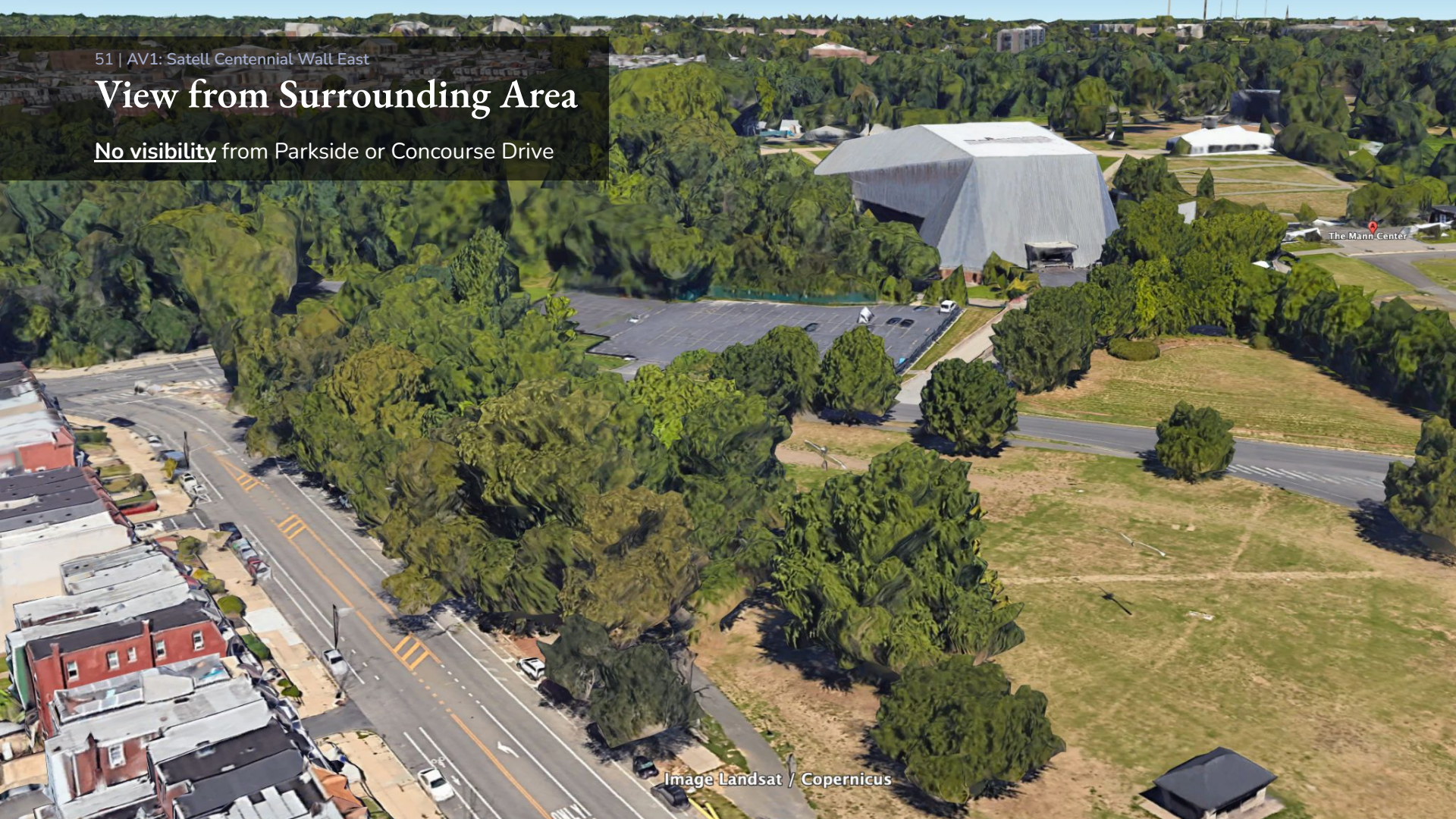
Fairmount parking



51 | AV1: Satell Centennial Wall East

# View from Surrounding Area

No visibility from Parkside or Concourse Drive



The Mann Center



# Content: Beauty & Stories, Not Advertisements



**8-Minute Historical Video**



**Welcome**



**Art & Commissioned Work**



**Templates**

# Collaging with Historical Content





# Welcome





# Commissioned art through a partnership with Mural Arts





AV4

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# Visionary Supports Display

*Located inside gates and not visible: For awareness only*





AV5

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# Plaza Donor Signage

*Located inside gates and not visible: For awareness only*

# Salute to our Partners

## FOUNDATION GOVERNMENT SUPPORT

### The Barra Foundation

Cherelle Parker, Mayor

### The CHG Charitable Trust

Christian R. & Mary F. Lindback Foundation

Christopher Ludwick Foundation

The City Of Philadelphia

### The Commonwealth Of Pennsylvania

Crossley Foundation

Delphi Project Foundation

The Duffinger-McMahon Foundation

DISH Family Foundation

Gleffelter III Family Foundation

The Hamilton Family Charitable Trust

Independence Foundation

McLean Charitable Trust

Mutual Fund Society Of Philadelphia

The Penn Value Foundation

Philadelphia Council On The Arts

Philly Independence Foundation

### The Presser Foundation

REP Family Foundation

The Telfer Foundation

William Penn Foundation

### The Zerkel Scale Family Foundation

The Mass World Also Likes To Trust To

Public Elected Local, State, And Federal

Representatives: Congressman Curtis

Jones, State Representative Bill Cianni,

State Senator Vincent Hughes, US House

Representative Dwight Davis, State

Senator Ceng, State Senator Fetterman,

And Many Others.



AV6

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# Digital Pillars

*Located inside gates and not visible: For awareness only*

# AV6: Digital Pillars

## Updates

- Revised design to utilize a 65" LCD pillar



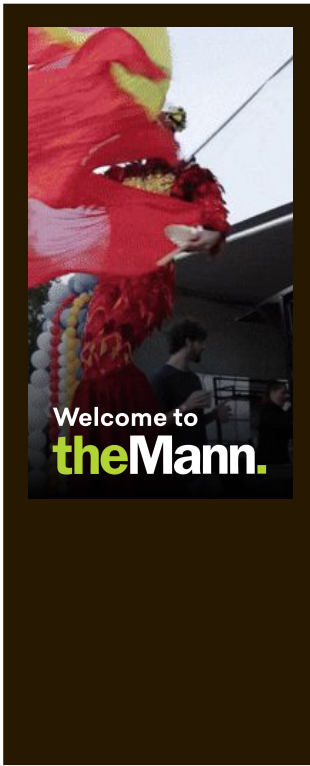
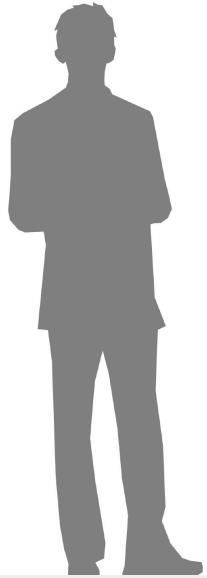
September 18

**Yannick Conducts  
Mahler and Debussy**  
with The Philadelphia Orchestra

TD PAVILION

theMann.





## Welcome

B-roll video and messaging to welcome visitors to the Mann.



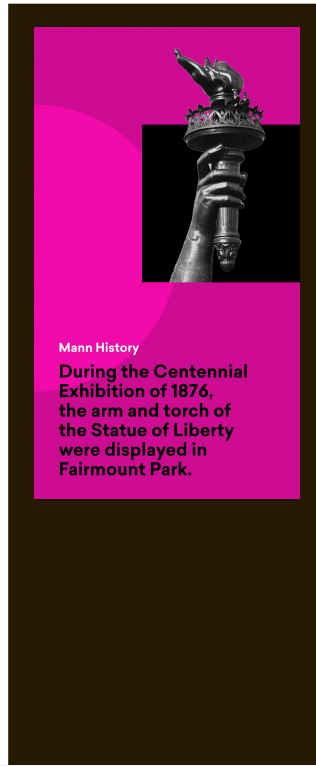
## Events

A preview of upcoming season events.



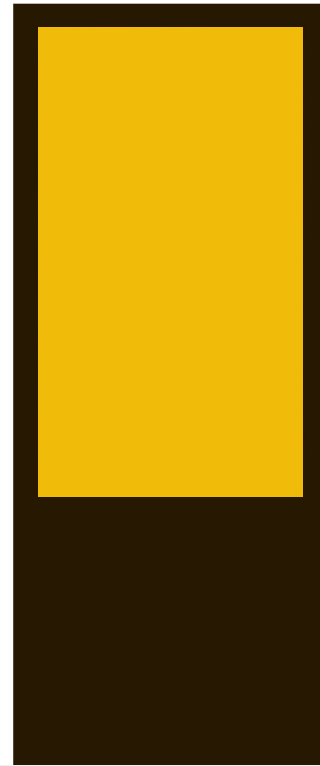
## Education

Mann Music Room & community programming is highlighted.



## History

Exciting moments in the Mann's & District's history are highlighted.



## Announcements

PSAs including information about membership, visitation, vendors and other special announcements.

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# Summary





Donor Entry



Main Entry



Welcome Center Building



Ticket Office



Thank you

*Let's create a legacy that will  
inspire future generations*

**EWING  
COLE**

x

**theMann.**

x

Crafted Action

x

**AEGIS**

x

**Pennoni**

x

**HUNTER  
ROBERTS**



# Sizing and Lighting the Hollywood Sign

